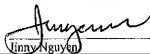


CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being transmitted to Examiner Susan Y. Chen via the USPTO EFS-Web on June 12, 2006.

  
Jiny Nguyen

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Date: June 12, 2006

Aalim LAKHANI, et al.

Confirmation No. 8697

Serial No: 09/943,061

Group Art Unit: 2161

Filed: August 30, 2001

Examiner: Susan Y. CHEN

For: METHOD AND SYSTEM FOR E-COMMERCE PACKAGES

Mail Stop Appeal Brief -- Patents  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SUBSTITUTE APPEAL BRIEF**

Dear Sir or Madam:

In response to the Office Communication mailed May 23, 2006, Appellant submits this Substitute Appeal Brief pursuant to 37 C.F.R. § 41.37.

**I. REAL PARTY IN INTEREST**

The real party in interest is International Business Machines Corp. of Armonk, New York by virtue of an assignment from the inventor(s) recorded in the U.S. Patent and Trademark Office on August 30, 2001, at Reel No. 012151, Frame No. 0625.

## **II. RELATED APPEALS AND INTERFERENCES**

There are no appeals, interferences, or judicial proceedings known to Appellants, the Appellants' legal representative, or Assignee, which may be related to, directly affect, be directly affected by, or have a bearing on the decision by the Board of Patent Appeals and Interferences in the pending appeal.

## **III. STATUS OF CLAIMS**

Claims 1-25 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,606,744 to Mikurak (hereinafter "Mikurak") in view of U.S. Patent No. 6,041,411 to Wyatt (hereinafter "Wyatt").

Appeal is taken from the rejection of all of the foregoing claims 1-25.

## **IV. STATUS OF AMENDMENTS**

No amendments were filed subsequent to the final Office action dated August 2, 2005.

## **V. SUMMARY OF CLAIMED SUBJECT MATTER**

Independent claim 1 recites an e-commerce system for enabling the purchase of a package. The e-commerce system (10) includes a catalog database (22) comprising a catalog entry table (500) including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute. *See, e.g.*, pg. 4, lns. 1-5; pg. 5, lns. 1-8; pg. 6, lns. 6-10; Figs. 1 and 2A. The e-commerce system also includes a selection module (19) coupled to the catalog database (22)

for allowing a customer to select an unresolved package for purchase. *See, e.g.*, pg. 4, lns. 1-9; pg. 9, lns. 19-23; Figs. 1 and 3A-3C. The e-commerce package further includes a resolution module (20) coupled to the catalog database (22) for resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package. *See, e.g.*, pg. 4, lns. 1-5; pg. 10, ln. 12 to pg. 12, ln. 10; Figs. 1A and 3A-3C.

Independent claim 10 recites an e-commerce method for enabling the purchase of a package. The method includes providing a catalog database (22) comprising a catalog entry table (500) including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute. *See, e.g.*, pg. 4, lns. 1-5; pg. 5, lns. 1-8; pg. 6, lns. 6-10; Figs. 1 and 2A. The method also includes allowing a customer to select an unresolved package for purchase. *See, e.g.*, pg. 4, lns. 1-9; pg. 9, lns. 19-23; Figs. 3A-3C. The method further includes resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package. *See, e.g.*, pg. 4, lns. 1-5; pg. 10, ln. 12 to pg. 12, ln. 10; Figs. 3A-3C.

Independent claim 15 recites a program product stored on a computer readable medium for enabling the purchase of a package. The program product includes a catalog database (22) comprising a catalog entry table (500) including package data correlated to at least one unresolved package, wherein the unresolved package includes one or more products with at least one unresolved attribute. *See, e.g.*, pg. 4, lns. 1-5; pg. 5, lns. 1-8; pg. 6, lns. 6-10; Figs. 1 and 2A. The program product also includes a selection module (19) coupled to the catalog database (22)

for allowing a customer to select an unresolved package for purchase. *See, e.g.*, pg. 4, lns. 1-9; pg. 9, lns. 19-23; Figs. 1 and 3A-3C. The program product further includes a resolution module (20) coupled to the catalog database (22) for resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package. *See, e.g.*, pg. 4, lns. 1-5; pg. 10, ln. 12 to pg. 12, ln. 10; Figs. 1A and 3A-3C.

Independent claim 17 recites a computer-readable signal-baring medium containing program instructions for enabling purchase of a package. The program instructions include providing a catalog database (22) comprising a catalog entry table (500) including package data correlated to at least one unresolved package, wherein the unresolved package includes one or more products with at least one unresolved attribute. *See, e.g.*, pg. 4, lns. 1-5; pg. 5, lns. 1-8; pg. 6, lns. 6-10; Figs. 1 and 2A. The program instructions also include allowing a customer to select an unresolved package for purchase. *See, e.g.*, pg. 4, lns. 1-9; pg. 9, lns. 19-23; Figs. 3A-3C. The program instructions further include resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package. *See, e.g.*, pg. 4, lns. 1-5; pg. 10, ln. 12 to pg. 12, ln. 10; Figs. 3A-3C.

## **VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL**

Appellants request review as to claims 1-25 and their rejection under 35 U.S.C. § 103(a) as being unpatentable over Mikurak in view of Wyatt.

## **VII. ARGUMENTS**

### **1. Claims 1-25 Are Not Properly Rejected Under 35 U.S.C. § 103(a) as Being Unpatentable Over Mikurak in view of Wyatt**

Claim 1 recites an e-commerce system for enabling the purchase of a package. The e-commerce system includes a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute, a selection module coupled to the catalog database for allowing a customer to select an unresolved package for purchase, and a resolution module coupled to the catalog database for resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package.

Mikurak and Wyatt do not, alone or in combination, disclose, teach, or suggest the claimed subject matter.

Mikurak is directed to providing “collaborative installation management in a network-based supply chain environment.” (Col. 2, lns. 53-55 of Mikurak). In particular, Mikurak discloses “a new kind of web architecture framework (called “WAF” . . . ) that secures, administers, and audits electronic information use.” (Col. 82, lns. 8-10 of Mikurak).

Wyatt is directed to “a method for minimizing the potential for unauthorized use of digital information, particularly software programs, digital content and other computer information.” (Col. 1, lns. 7-10 of Wyatt). In Wyatt, digital information is “wrapped” before being transmitted. This ensures that the digital information transmitted can only be used by a computer system that is able to successfully “unwrap” the information, which “involves the

execution of . . . digital instructions such that certain conditions are verified in accordance with the digital instructions, thereby allowing access to the digital information.” (Col. 2, Ins. 11-14 of Wyatt).

- (A) Mikurak and Wyatt do not, alone or in combination, disclose, teach, or suggest “a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute”

Mikurak does not disclose, teach, or suggest “a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute,” as recited in claim 1.

In the final Office action, the Examiner states:

Mikurak discloses . . . a catalog database [e.g. see the modules 5300, 5324 of Fig. 53; Fig. 80; the Application Database of Fig. 121] comprising package data correlated to at least one package [e.g. see col. 178, lines 19-46].

(August 2, 2006 final Office action, pg. 2).

Claim 1, however, recites “a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute” (emphasis added), not “a catalog database comprising package data correlated to at least one package,” as asserted by the Examiner.

In addition, although Figure 53 of Mikurak, which “is a block diagram of a Web Architecture Framework” (col. 5, Ins. 20-21 of Mikurak), shows a “Web Application Services

5300” module with “Catalog Capabilities,” it does not show “a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute,” as recited in claim 1 (emphasis added).

Further, Figure 121 of Mikurak only “illustrates a sample architecture in an online shopping scenario.” (Col. 8, lns. 22-23 of Mikurak). As with Figure 53, contrary to the Examiner’s assertions, Figure 121 of Mikurak does not depict “a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute,” as recited in claim 1.

Moreover, the passage of Mikurak cited by the Examiner states:

#### APPLICATION DATA STORAGE

- Supports storage of application specific data
- Maintains and verifies integrity of application data
- Provides methods for administrators and user to manage data
- Provides replication and synchronization capabilities
- Supports ODBC

The data service component of the present invention supports storage of application specific data as well as maintains and verifies the integrity of application data. Several different methods to manage data may be provided, allowing administrators and users to choose their preferred method. Replication and synchronization capabilities may be included. Preferably, ODBC is supported.

Data delivery means may include electronic data storage means such as optical disks for delivering one portion of said information and broadcasting and/or telecommunicating means for other portions of said information. Electronic data storage means may include magnetic media, optical media, combined magneto-optical systems, flash RAM memory, bubble memory, and/or other memory storage means such as huge capacity optical storage systems employing holographic, frequency, and/or polarity data storage techniques. Data storage means may also employ layered disc techniques, such as the use of generally transparent and/or translucent materials that pass light through layers of data carrying discs which themselves are physically packaged together as one

thicker disc. Data carrying locations on such discs may be, at least in part, opaque.

(Col. 178, lns. 16-47 of Mikurak). Hence, the cited passage is related to the various ways of storing, maintaining, and administering application data, not “a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute,” as recited in claim 1.

Wyatt does not disclose, teach, or suggest, and the Examiner has not cited any passage of Wyatt as disclosing, teaching, or suggesting, “a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute,” as recited in claim 1.

Therefore, even if Mikurak and Wyatt were combined, the combination would neither teach nor suggest “a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute,” as recited in claim 1.

- (B) Mikurak and Wyatt do not, alone or in combination, disclose, teach, or suggest “a selection module coupled to the catalog database for allowing a customer to select an unresolved package for purchase”

As discussed above in Section (A), neither Mikurak nor Wyatt discloses, teaches, or suggests “a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute,” as recited in claim 1. Thus, if neither



Mikurak nor Wyatt discloses, teaches, or suggests the element, Mikurak and Wyatt, alone or in combination, cannot disclose “a selection module coupled to the catalog database for allowing a customer to select an unresolved package for purchase,” as recited in claim 1 (emphasis added).

The Examiner states in the final Office action:

Mikurak discloses . . . a selection module coupled to the catalog database for allowing a customer to select a package for purchase [e.g., see the shopping Cart processing at col. 96 et seq., Fig. 55].

(August 2, 2006 final Office action, pgs. 2-3).

Claim 1, however, recites “a selection module coupled to the catalog database for allowing a customer to select an unresolved package for purchase,” not “a selection module coupled to the catalog database for allowing a customer to select a package for purchase,” as asserted by the Examiner.

Additionally, in Figure 55 of Mikurak, immediately after the user selects the predetermined set of items for purchase at step 5502, the user pays for the predetermined set of items in step 5504. Mikurak does not disclose, teach, or suggest that the user has to do anything else in between selecting the predetermined set of items for purchase and paying for the selected predetermined set of items.

In contrast, claim 1 recites “a selection module coupled to the catalog database for allowing a customer to select an unresolved package for purchase” (emphasis added). An “unresolved package” is defined in claim 1 as “includ[ing] one or more products with at least one unresolved attribute.” In the present invention, the “at least one unresolved attribute” has to be resolved before payment can even be arranged since only fully resolved packages can be added to

a “shopping cart.” (*See, e.g.*, pg. 12, lns. 1-10 of the Specification — if a consumer does not designate acceptable attribute values for a selected unresolved package, the selection of the unresolved package will be rejected; pg. 13, lns. 8-10 of the Specification). Hence, the predetermined set of items in Mikurak cannot be construed as “an unresolved package,” as recited in claim 1, since Mikurak does not disclose, teach, or suggest that anything needs to be resolved with respect to any items in the predetermined set of items after the user selects the predetermined set of items and before the selected predetermined set of items can be added to the shopping cart and purchased.

Further, although Mikurak discloses outputting details and specifications relating to products and services to the facilitate purchase of those products and services, it does not disclose, teach, or suggest any of the details and specifications being “unresolved” and needing to be resolved before the products and services can be purchased. Thus, Mikurak fails to disclose, teach, or suggest any products having “at least one unresolved attribute,” as recited in claim 1.

Moreover, Mikurak teaches that “the user is allowed to modify the predetermined set of items that are selected.” (Col. 96, lns. 58-60 of Mikurak). In other words, users are allowed to add or delete items from the predetermined set of items in Mikurak. Whereas, one of the advantages of the present invention is that “a package is treated as a single atomic unit, for which a single price can be charged. Once a package has been selected by a consumer . . . , only the fully resolved package (and not its constituent item components) is added to his or her ‘shopping cart’ (as will be understood). As a result, the constitute components cannot be modified. The consumer . . . can choose to increase the number of packages to be purchased, or can remove the package from the order.” (Pg. 13, lns. 7-12 of the Specification) (emphasis added). Therefore,

the predetermined set of items in Mikurak cannot be construed as a “package,” as recited in claim 1 and defined in the present application.

Although claim terms are usually given their ordinary and customary meaning, the Federal Circuit has held that “[a]n applicant is entitled to be his or her own lexicographer and may rebut the presumption that claim terms are to be given their ordinary and customary meaning by clearly setting forth a definition of the term that is different from its ordinary and customary meaning(s). See *In re Paulsen*, 30 F.3d 1475, 1480, 31 USPQ2d 1671, 1674 (Fed. Cir. 1994).” (M.P.E.P. § 2111 (8th ed., 3<sup>rd</sup> rev.)).

Wyatt does not disclose, teach, or suggest, and the Examiner has not cited any passage of Wyatt as disclosing, teaching, or suggesting, “a selection module coupled to the catalog database for allowing a customer to select an unresolved package for purchase,” as recited in claim 1. Therefore, even if Mikurak and Wyatt were combined, the combination would neither teach nor suggest “a selection module coupled to the catalog database for allowing a customer to select an unresolved package for purchase,” as recited in claim 1.

- (C) Mikurak and Wyatt do not, alone or in combination, disclose, teach, or suggest “a resolution module coupled to the catalog database for resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package.”

As discussed above in Sections (A) and (B), neither Mikurak nor Wyatt discloses, teaches, or suggests “a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute” or “a selection module

coupled to the catalog database for allowing a customer to select an unresolved package for purchase,” as recited in claim 1. Thus, if neither Mikurak nor Wyatt discloses, teaches, or suggests those elements, Mikurak and Wyatt, alone or in combination, cannot disclose “a resolution module coupled to the catalog database for resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package,” as recited in claim 1 (emphasis added).

The Examiner states in the final Office action:

Mikurak discloses . . . a resolution module coupled to the catalog database for resolving unresolved attributes of the one or more products in the selected unresolved package [e.g. see the Problem Handling process 1502, Fig. 21; col. 46, lines 54 – col. 48, lines 41].

(August 2, 2006 final Office action, pgs. 2-3).

The “Problem Handling Process” of Mikurak, however, “is responsible for receiving service complaints from customers, resolve them to the customer’s satisfaction and provide meaningful status on repair of restoration activity.” (Col. 46, lns. 58-61 of Mikurak). Hence, the “Problem Handling Process” is related to service disruptions and outages and has nothing to do with the purchasing of the predetermined set of items in Mikurak.

The Examiner further states in the final Office action:

Mikurak did not expressly disclosed that resolving the unresolved attribute of products in a package is by accessing the package data correlated to the selected unresolved package.

However, Wyatt discloses an e-commerce system has a resolution module that resolving the unresolved attribute of products in a package is by accessing the package data correlated to the selected unresolved package [e.g., Fig. 7 and associated texts, col. 9, lines 24 – col. 10, lines 40].

(August 2, 2006 final Office action, pg. 3).

Catalog file 150 in Figure 7 Wyatt, however, only shows products, not packages. In addition, as with Mikurak, Wyatt does not disclose, teach, or suggest the “Product Name,” “SKU,” “Description,” or “Price” being “unresolved” and needing to be resolved after selecting a product for purchase and before paying for the selected product. Hence, Wyatt, like Mikurak, fails to disclose, teach, or suggest any products having “at least one unresolved attribute,” as recited in claim 1.

Further, as in Mikurak, once a client in Wyatt selects a product for purchase, the client submits the payment information via a purchase request. (*See, e.g.*, steps 224-234 in Figures 9A-9B of Wyatt). Thus, like Mikurak, Wyatt fails to disclose, teach, or suggest “resolving the at least one unresolved attribute of the one or more products in the selected unresolved package,” as recited in claim 1.

Therefore, even if Mikurak and Wyatt were combined, the combination would neither teach nor suggest “a resolution module coupled to the catalog database for resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package,” as recited in claim 1.

(D) The Examiner has not established a *prima facie* case of obviousness

To establish a *prima facie* case of obviousness, the Examiner must make three basic showings. First, there must be some suggestion or motivation, either in the references or in the prior knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. Second, there must be a reasonable expectation of success. Finally, the prior art reference (or references when combined) must teach or suggest all the claim

limitations. The teaching or suggestion to make the claimed combination and the reasonable expectation of success must both be found in the prior art, and not based on Applicant's disclosure. (*See, e.g., In re Vacck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991)).

The Examiner states in the Advisory Action:

In reply to the above arguments, the examiner . . . points out that one cannot show nonobviousness by attacking references individually where the rejections are based on combinations of references. See *In re Keller*, 642 F.2d 413, 208 USPQ 871 (CCPA 1981); *In re Merck & Co.*, 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986).

(December 6, 2005 Advisory Action, pg. 2).

However, if none of the references cited discloses, teaches, or suggests the same claim element(s), it necessarily follows that the combination of the cited references fails to disclose, teach, or suggest those claim element(s).

Since the Examiner has failed to make the three basic showings, no *prima facie* case of obviousness has been established. Therefore, claim 1 is improperly rejected under § 103(a). Claims 2-9 depend from claim 1 and are therefore improperly rejected for at least the same reasons. Claim 10 incorporates the features of claim 1 and is therefore improperly rejected for at least the same reasons. Claims 11-14 depend from claim 10 and are therefore improperly rejected for at least the same reasons. Claim 15 incorporates the features of claim 1 and is therefore improperly rejected for at least the same reasons. Claim 16 depends from claim 15 and is therefore improperly rejected for at least the same reasons. Claim 17 incorporates the features of claim 1 and is therefore improperly rejected for at least the same reasons. Claims 18-25 depend from claim 17 and are therefore improperly rejected for at least the same reasons.

**CONCLUSION**

On the basis of the above remarks, Appellants respectfully submit that the final rejection should be reversed.

Respectfully submitted,  
SAWYER LAW GROUP LLP

Dated: June 12, 2006

  
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**APPENDIX OF CLAIMS**

1. (Previously Presented) An e-commerce system for enabling the purchase of a package, comprising:

(a) a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute;

(b) a selection module coupled to the catalog database for allowing a customer to select an unresolved package for purchase; and

(c) a resolution module coupled to the catalog database for resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package.

2. (Previously Presented) The system of claim 1 wherein the catalog database further comprises:

(d) item data correlated to a plurality of items, wherein each item is fully resolved;

(e) a product attribute table that defines for each product at least one attribute type associated with the product; and

(f) a product attribute value table that defines at least one value for each attribute type.

3. (Original) The system of claim 1, wherein the catalog database further comprises image data correlated to the at least one package.



4. (Original) The system of claim 1, further comprising a connection to a global communications network.
5. (Original) The system of claim 4, wherein the global communications network comprises the Internet.
6. (Original) The system of claim 1, wherein a catalog subsystem includes the catalog database, the selection module and the resolution module.
7. (Original) The system of claim 6, further comprising an ordering module coupled to the catalog subsystem.
8. (Original) The system of claim 7, further comprising a payment module coupled to the ordering module.
9. (Original) The system of claim 8, further comprising a delivery subsystem coupled to the payment module.
10. (Previously Presented) An e-commerce method for enabling the purchase of a package, comprising the steps of:
  - (a) providing a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the at least one unresolved package includes one or more products with at least one unresolved attribute;

- (b) allowing a customer to select an unresolved package for purchase; and
- (c) resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package.

11. (Previously Presented) The method as claimed in claim 10, wherein the catalog database further comprises a product attribute table and a product attribute value table, wherein the product attribute table defines for each product at least one attribute type associated with the product, and the product attribute value table defines at least one value for each attribute type.

12. (Previously Presented) The method as claimed in claim 11, wherein resolving step (c) comprises utilizing the catalog entry table to determine automatically the one or more products in the selected unresolved package.

13. (Previously Presented) The method as claimed in claim 12, wherein resolving step (c) further comprises, for each of the one or more products in the selected unresolved package, utilizing the product attribute table to determine automatically the at least one unresolved attribute type.

14. (Previously Presented) The method as claimed in claim 13, wherein resolving step (c) further comprises allowing the customer to select an attribute value from the product attribute value table for the at least one unresolved attribute type thereby resolving the selected package.

15. (Previously Presented) A program product stored on a computer readable medium, the program product for enabling the purchase of a package, comprising:

a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the unresolved package includes one or more products with at least one unresolved attribute;

a selection module coupled to the catalog database for allowing a customer to select an unresolved package for purchase; and

a resolution module coupled to the catalog database for resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package.

16. (Previously Presented) The program product of claim 15, wherein the catalog database further comprises:

item data correlated to a plurality of items, wherein each item is fully resolved;

a product attribute table that defines for each product at least one attribute type associated with the product; and

a product attribute value table that defines at least one value for each attribute type.

17. (Previously Presented) A computer-readable signal-baring medium containing programming instructions for enabling purchase of a package, comprising the instructions of:

(a) providing a catalog database comprising a catalog entry table including package data correlated to at least one unresolved package, wherein the unresolved package includes one or more products with at least one unresolved attribute;

- (b) allowing a customer to select an unresolved package for purchase; and
- (c) resolving the at least one unresolved attribute of the one or more products in the selected unresolved package by accessing the package data correlated to the selected unresolved package.

18. (Previously Presented) The computer-readable signal-baring medium in claim 17, wherein the catalog database further comprises a product attribute table and a product attribute value table, wherein the product attribute table defines for each product at least one attribute type associated with the product, and the product attribute value table defines at least one value for each attribute type.

19. (Previously Presented) The computer-readable signal-baring medium in claim 18, wherein resolving instruction (c) comprises utilizing the catalog entry table to determine automatically the one or more products in the selected unresolved package.

20. (Previously Presented) The computer-readable signal-baring medium in claim 19, wherein resolving instruction (c) further comprises, for each of the one or more products in the selected unresolved package, utilizing the product attribute table to determine automatically the at least one unresolved attribute type.

21. (Previously Presented) The computer-readable signal-baring medium in claim 17, wherein resolving instruction (c) further comprises allowing the customer to select an attribute

value from the product attribute value table for the at least one unresolved attribute type thereby resolving the selected package.

22. (Original) The computer-readable signal-baring medium of claim 17 wherein said medium is a recordable data storage medium.

23. (Original) The computer-readable signal-baring medium of claim 17 wherein said medium is a modulated carrier signal.

24. (Original) The computer-readable signal-baring medium of claim 23 wherein said signal is a transmission over a network.

25. (Original) The computer-readable signal-baring medium of claim 24 wherein said network is the Internet.